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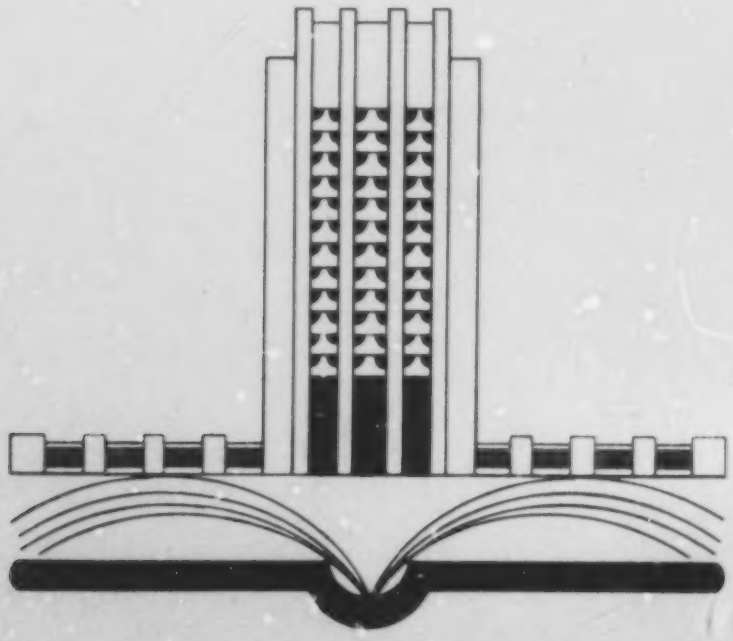

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FLORICULTURAL MARKETING 1979-1988

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This Quick Bibliography of journal articles on the costs, economics, statistics, marketing and distribution of floricultural products is a companion publication to "Marketing of Floricultural Products in the United States: An Annotated Bibliography" (Bibliographies and Literature of Agriculture no. 66, April 1989) which contains references to journals, books, associations, bibliographies, government publications, indexes and industry publications on this topic.

0001
Adaption processes in floricultural firms (Prices, production programs, marketing).
Fey-Kimmig, R. The Hague : International Society for Horticultural Science. Acta horticulturea. Oct 1983. Paper presented at the Seventh Symposium on Horticultural Economics in the 21st International Horticultural Congress, 29 August - 4 September 1982, Hamburg, Federal Republic of Germany. Oct 1983. (135). p. 217-219. (NAL Call No.: 80 AC82).

0002
AFMC (American Florists Marketing Council) research: facing the cold, hard facts (Survey of cut flower market, U.S.).
Chicago, Florists' Publishing Company. Florists' review. Aug 16, 1979. v. 164 (4263) p. 41-43, 94-97. ill. (NAL Call No.: 80 W41).

0003
Agricultural protectionism--made in Sweden (Import of fruits, vegetables, and flowers).
Basel, Oscar Bauer Publications. International fruit world. 1979. v. 37 (1). p. 306, 309-312. ill. (NAL Call No.: 286.83 F9426).

0004
Air transportation of fruits, vegetables, and cut flowers temperature and humidity requirements and perishable nature /by L.L. Claypool ... et al. .
; Claypool, L. L. Washington, D.C. : U.S. Dept. of Agriculture, Agricultural Marketing Service, Biological Sciences Branch, 1958. Cover title.- "Formerly H.T. & S. 258.". 27 p. ; 26 cm. (NAL Call No.: DNAL A280.39 M34Am no.280).

0005
Alternate crops--feast or famine realistic or not (Checklist of business to consider in relation to selection of greenhouse floricultural crops).
Zacharias, R. Denver : The Association. Researc bulletin - Colorado Greenhouse Growers Association. Jan 1983. Jan 1983. (391). p. 1-2. (NAL Call No.: 81 C715).

0006
Altitude tests with flowers effect of simulated air cargo flights /by William R. Barger.
Barger, W. R. Washington, D.C. : U.S. Dept. of Agriculture, Agricultural Marketing Service, Biological Sciences Branch, 1955. Cover title.- "Formerly H.T. & S. 224.". 7, 22 p. : ill. ; 28 cm. (NAL Call No.: DNAL A280.39 M34Am no.59).

0007
Analysis of fresh flower merchandising.
Robertson, J.L. ; Chatfield, L.H. Mississauga, Ont. : Horticulture Publications, Ltd. Canadian florist, greenhouse & nursery. July 1982. v. 77 (7). p. 8-10, 30, 32-34, 36, 38, 40, 42, 44-50. ill. (NAL Call No.: 80 C163).

0008
Analysis of fresh flower merchandising (United States).
Robertson, J.L. ; Chatfield, L.H. Wooster : The Center. Research bulletin - Ohio Agricultural Research and Development Center. Nov 1981. Nov 1981. (1136). 19 p. ill. 13 ref. (NAL Call No.: 100 OH3S (2)).

0009
Annotated bibliography of floriculture and ornamental horticulturemarketing and other economic information / compiled by Cleveland P. Eley . --.
Eley, Cleveland P. Washington, D.C.? : U.S. Dept. of Agriculture, Economic Research Service, 1967. 41 p. --. (NAL Call No.: DNAL Fiche S-82 no.337).

0010
Anything they can do, we can do better (Cut flower production and marketing in the United States).
Goldsberry, K.L. Chicago, Ill. : Florists' Publishing Company. Florists' review. May 5, 1983. v. 172 (4457). p. 108-109, 112, 114. (NAL Call No.: 80 W41).

0011
The auction system in marketing agricultural products.
Besemer, S.T. Honolulu, Hawaii : The Service. Research extension series - College of Tropical Agriculture and Human Resources, University of Hawaii, Cooperative Extension Service. Presented at the Hawaii County Marketing and Transportation Conference, Feb 16-17, 1984, Hilo, Hawaii. Oct 1984. (049). p. 69-76. (NAL Call No.: DNAL S481.R4).

0012
Australia introduces new flower imports.
Nicholas, S.L. Southfield, Mich. : Florists Transworld Delivery Association. Florist. Mar 1982. v. 15 (10). p. 61-66. ill. (NAL Call No.: SB403.F6).

0013
Bedding plant varieties for the southern market (Flower and vegetable plants, USA).
Crater, G.D. Lansing, Mich. : The Conference. Proceedings - International Bedding Plant Conference. 1982. Paper presented at the 15th International Bedding Plant Conference, October 2-7, 1982, Orlando, Florida. 1982. (15th). p. 243-256. (NAL Call No.: SB443.N3).

0014
Bibliography of marketing and other economic information for floriculture and ornamental horticulture /compiled by M. Truman Fossum.
Fossum, M. Truman 1912- Washington, D.C. : U.S. Dept. of Agriculture, Agricultural Marketing Service, Marketing Research Division, 1956. Caption title. 12 p. ; 26 cm. (NAL Call No.: DNAL A280.39 M34Am no.136).

0015
Bibliography of marketing and other economic information for floriculture and ornamental horticulture / compiled by Alvin E. Macomber and Elmer J. Moore.
Macomber, Alvin Zohe, 1927-. ; Moore, Elmer J.; 1918-. Washington, D.C. : U.S. Dept. of Agriculture, Agricultural Marketing Service, Marketing Research Division, 1959. Caption title. 11 p. ; 26 cm. (NAL Call No.: DNAL A280.39 M34Am no.136 1959).

0016
Bill Harris, 1927-1985.
Robinson, J. ; Isley, P.T. III. Orlando, Fla. : The Society. Journal of the Bromeliad Society. Nov/Dec 1985. v. 35 (6). p. 268. ill. (NAL Call No.: DNAL 451 B78).

0017
A blooming Liatris business pays off for Wisconsin farmer.
Menomonee Falls, Wis. : The Journal. Rural enterprise. Winter 1987. v. 1 (2). p. 10-12. ill. (NAL Call No.: DNAL HD2346.U5R8).

0018
Brookings strategy sessions. 1. Marathon brainstormers share ideas for a profitable future (Floral industry).
Chicago, Ill. : Florists' Publishing Company. Florists' review. Sept 9, 1982. v. 171 (4422, i.e. 4423). p. 8-9, 108-116. (NAL Call No.: 80 W41).

0019
Business analysis for foliage and potted flowering plant nurseries in Central Florida, 1979- / J. Robert Strain. -. Strain, J. Robert. Gainesville (Fla.) Food and Resource Economics Dept., Cooperative Extension Service, Institute of Food and Agricultural Sciences, University of Florida 1981-. Cover title. v. ; 28 cm. -- (NAL Call No. HD9007.F6F6 no.150, etc.).

0020
Business tricks of the trade /by Southern Florist & Nurseryman. -- Fort Worth, Tex. : Southern Florist and Nurseryman, c1979. Cover title. - Caption title: Southern florist & nurseryman's business tricks of the trade handbook. 84 p. : ill. ; 28 cm. (NAL Call No.: DNAL SB443.S6).

0021
By seat-of-the-pants flying (when necessary) or by more elaborate methods (when possible), floral associations seek to identify and build consumer markets.
Banich, B. Chicago, Florists' review. Feb 15, 1979. v. 163 (4237). p. 17, 68-71. (NAL Call No.: 80 W41).

0022
Can the MacDonald's approach work in the flower business?
Royer, K.R. Mississauga, Ont. : Horticultural Publications, Ltd. Canadian florist, greenhouse & nursery. Jan 1986. v. 8 (1). p. 8, 12. ill. (NAL Call No.: DNAL 80.C162).

0023
Can we afford to ignore standardisation in (cut) flower boxes? (Packaging and handling).
Churchman, J. Tonbridge, Kent, Benn Publications. Horticulture industry. May 1979. May 1979. p. 11, 13. ill. (NAL Call No.: SB4.H6).

0024
Can we let floriculture just fade away? (Crops report, generated from information provided by growers, strategy in developing national support for continued financial support by USDA for the report).
Berninger, L. Fort Worth, Tex. : Southern Florist Publishing Company. Southern florist and nurseryman. July 23, 1982. v. 95 (19). p. 15-16, 18-19. (NAL Call No.: 80 S086).

0025
Care of foliage and flowering plants for retail outlets.
Poole, Hugh A. ; Pittenger, Dennis R. Document available from: Ohio State University, Extension Publication Office, 2120 Fyffe Road, Columbus, Ohio 43210 1980. 20 p. : ill. (NAL Call No. Document available from source.).(NAL Call No.: Bulletin 661).
This publication is written to serve as a guide for retailers of floricultural plant materials. Factors affecting the care of plants are listed.

0026
Careful planning can ease the pain caused by inflation (Flower industry).
Robertson, J. ; Perry, D. Chicago, Florists' Publishing Company. Florists' review. Sept 20, 1979. v. 165 (4268). p. 27, 78. ill. (NAL Call No.: 80 W41).

0027
Challenge and response--coming to grips with what the customer really wants (U.S. floral industry, marketing).
Shipula, D. Fort Worth, Tex. : Southern Florist Publishing Company. Southern florist and nurseryman. Apr 3, 1981. v. 94 (3). p. 18-19. (NAL Call No.: 80 S086).

0028
Chrysanthemum: a flower of commercial value (Maharashtra).
Gaikwad, M.R. New Delhi, India, Indian Council of Agricultural Research. Indian horticulture. Oct/Dec 1981. v. 26 (3). p. 11, 13, 20. ill. (NAL Call No.: 80 IN23).

0029
Close up of Colombia (Flower growing industry, shipping).
Bader, B. Chicago, Ill. : Florists' Publishing Company. Florists' review. May 5, 1983. v. 172 (4457). p. 97-101. ill. (NAL Call No.: 80 W41).

0030
Color preferences for hybrid seed geraniums.
Zehner, M.D. ; Nelson, L.J.~Carlson, W.H. East Lansing : The Station. Research report - Michigan State

University, Agricultural Experiment Station. Aug 1982. Aug 1982. (441). 12 p. (NAL Call No.: 284.9 M58).

0031
Commercial floriculture size of establishment and crop specialization of growers / by M. Truman Fossum .
Fossum, M. Truman 1912-. Washington, D.C. : U.S. Dept. of Agriculture, Agricultural Marketing Service, 1955. Cover title.~ "June 1955.". iii, 75 p. : ill. ; 26 cm. (NAL Call No.: DNAL 1 Ag84Mr no.97).

0032
Computers and flowers: the birth of an industry (Floral industry, management).
Kellen, V. Chicago, Ill. : Florists' Publishing Company. Florists' review. Dec 1, 1983. v. 173 (4487). p. 20, 23-24. (NAL Call No.: 80 W41).

0033
Computers in protected cultivation (Greenhouses, vegetables and flowers).
Coulon, G. ; Videau, J.A.~Wacquant, C. Amsterdam : North-Holland Publishing Co., c1982. Computer applications in food production and agricultural engineering : proc. IFIP TC 5 Working Conference on Food Production and Agricultural Engineering, Havana, Cuba, 26-30 Oct. 1981 / ed. R.E. Kalman and J. Martinez. p. 65-73. ill. 3 ref. (NAL Call No.: S494.5.D3I34 1981).

0034
Connecticut can compete in greenhouse production with the sunbelt (Floriculture, costs of construction, energy and labor, marketing, competition).
Koths, J.S. Storrs : The Service, Connecticut greenhouse newsletter - University of Connecticut, Cooperative Extension Service. Oct 1983. Oct 1983. (118). p. 7-9. ill. (NAL Call No.: SB415.C625).

0035
Consumer attitudes and market segmentation--the case of the German flower market
Altmann, M. The Hague : International Society for Horticultural Science. Acta horticulturea. Oct 1983. Paper presented at the Seventh Symposium on Horticultural Economics in the 21st International Horticultural Congress, 29 August - 4 September 1982, Hamburg, Federal Republic of Germany. Oct 1983. (135). p. 383-389. Includes references. (NAL Call No.: 80 AC82).

0036
Consumer attitudes towards floricultural products in the Federal Republic (Germany).
Ostendorf, H.D. The Hague : International Society for Horticultural Science. Acta horticulturea. Oct 1983. Paper presented at the Seventh Symposium on Horticultural Economics in the 21st International Horticultural Congress, 29 August - 4 September 1982, Hamburg, Federal Republic of Germany. Oct 1983. (135). p. 373-382. ill. Includes references. (NAL Call No.: 80 AC82).

0037
Consumer choice of cut flowers and pot plants a study based on consumer panel data of households in the Netherlands /A. van Tilburg --.
Tilburg, A. van, 1945-. Wageningen : Agricultural University Wageningen, 1984. Thesis (doctoral)--Landbouwhogeschool te Wageningen, 1984. Summary in Dutch.~ "Also published as Agricultural University Wageningen Papers 84-2 (1984)"--Verso t.p.~ Includes vita. 184 p. ; 24 cm. Bibliography: p. 174-176. (NAL Call No.: DNAL SB443.4.N4T5).

0038
Consumer preferences for cut roses, carnations, chrysanthemums /R.W. Sherman, D.C. Kiplinger, H.C. Williams.
Sherman, Ralph W. ; Kiplinger, D. C.: 1915-~Williams, H. C. Wooster, Ohio : Ohio Agricultural Experiment Station, 1956. Cover title. 7 p. ; 23 cm. (NAL Call No.: DNAL 100 Oh3R no.31).

0039
Consumer purchasing patterns for the goods and services of commercial floriculture in the United States, 1986-87 a preliminary report /by Stephen M. Raleigh.
Raleigh, Stephen Martin, 1904-. Washington, D.C. : U.S. Dept. of Agriculture, Economic Research Service, 1968. "The report highlights information from approximately 15,000 interviews conducted in 1966 and 1967 by Universal Marketing Research, Inc.". iv, 7 p. ; 26 cm. (NAL Call No.: DNAL A281.9 Ag83E no.382).

0040
Cracking the dawn in (the) San Francisco (Flower Terminal, direct wholesale marketing).
James, G. Chicago, Florists' Publishing Company. Florists' review. Aug 16, 1979. v. 164 (4263). p. 47, 86. ill. (NAL Call No.: 80 W41).

0041
Cut flower transportation and handling.
Krahn, T.R. Edmonton, Agriculture bulletinAlberta. University. College of Agriculture. 1978. v. 1 (4). p. 10-11. ill. (NAL Call No.: 101 AL1A).

0042
The (cut-flower) wholesaler who depends on retailers to know the market or create the market has no future.
Gillette, R. Chicago, Florists' Publishing Company. Florists' review. Aug 16, 1979. v. 164 (4263). p. 46, 86-89. (NAL Call No.: 80 W41).

0043
Cut flowers: a bumpy road to market (Transportation).
Stefanczyk, K. Chicago, Ill. : Florists' Publishing Company. Florists' review. Feb 2, 1984. v. 174 (4496). p. 38-39. (NAL Call No.: 80 W41).

0044
Cut flowers: a potential pesticide hazard.
Morse, D.L. ; Baker, E.L. Washington, American Public Health Association. American journal of public health. Jan 1979. v. 69 (1). p. 53-56. ill. 9 ref. (NAL Call No.: 449.9 AM3J).

0045
Cut-your-own bouquets.
Ogden, E.E. Emmaus, Pa. : Rodale Press. Rodale's organic gardening. Jan 1987. v. 34 (1). p. 81-82, 84. ill. (NAL Call No.: DNAL S605.5.R64).

0046
The Cymbidium cut-flower industry in Hawaii.
Leonhardt, K.W. Honolulu. Miscellaneous publicationHawaii. University. Cooperative Extension Service. May 1979. May 1979. (172). p. 60-63. ill. (NAL Call No.: S544.3.H3H3).

0047
Defending the status quo no matter what the cost (American floriculture, marketing).
Springer, G. Chicago, Ill. : Florists' Publishing Company. Florists' review. Mar 22, 1984. v. 174 (4503). p. 36. (NAL Call No.: 80 W41).

0048
Delivering flowers in the heat of the good ole summertime.
Spencer, E. Topeka, Kan. : Florists' Review Enterprises. Florists' review. July 1988. v. 179 (7). p. 18-20. ill. (NAL Call No.: DNAL 80 W41).

0049
The demand for flowers-by-wire / by Sidney E. Brown.
Brown, Sidney E. 1930-. Washington, D.C. : U.S. Dept. of Agriculture, Economic Research Service, 1966. Cover title.- "June 1966.". iv, 36 p. : ill. ; 26 cm. Bibliography: p. 29. (NAL Call No.: DNAL 1 Ag84Mr no.762).

0050
Design criteria distribution terminal for cut flowers.
Holt, J.E. ; Schoorl, D. Essex : Applied Science. Agricultural systems. 1983. v. 12 (4). p. 213-230. Includes references. (NAL Call No.: HD1.A3).

0051
Designing with care.
DiMartino, J. Southfield, Mich. : Florists Transworld Delivery Association. Florist. Mar 1986. v. 19 (10). p. 61-62, 76. ill. (NAL Call No.: DNAL SB403.F6).

0052
Determining marketing efficiency of floricultural production firms by market channel, market period, and size of firm (Florists, merchandising, North Carolina, Kentucky).
Brumfield, R.G. ; Coutu, A.J.-Nelson, P.V.-Willits, D.H.-Sowell, R.S. Alexandria, Va. : The Society. Journal of the American Society for Horticultural Science. July 1984. v. 109 (4). p. 578-583. ill. Includes references. (NAL Call No.: 81 SO12).

0053
Determining the desires of supermarket cut flower customers: a six year evaluation. 1. Establishing a cut flower program.
Goldsberry, K.L. ; Baker, N.-Michaels, M. Denver, Colo. : The Association. Research bulletin - Colorado Greenhouse Growers Association. July 1985. (421). p. 1-3. Includes references. (NAL Call No.: DNAL 81 C715).

0054
Developing a distribution center in California for Hawaii's floricultural industry.
Sugita, T. Honolulu, Hawaii : The College. Research extension series - College of Tropical Agriculture and Human Resources, University of Hawaii, Nov 1983. Presented at the First Fertilizer and Ornamentals Workshop, 1983, Kailua Kona, Hawaii, Nov 1983. (037). p. 157-158. (NAL Call No.: S481.R4).

0055
Developing foreign markets--Japan, Europe.
Mitchell, H. Honolulu, Hawaii : The Service. Research extension series - College of Tropical Agriculture and Human Resources, University of Hawaii, Cooperative Extension Service. Presented at the Hawaii County Marketing and Transportation Conference, Feb 16-17, 1984, Hilo, Hawaii, Oct 1984. (049). p. 52-59. (NAL Call No.: DNAL S481.R4).

0056
Disinfestation of imported flowers and plants.
Turner, J.W. Adelaide, S. Aust. : South Australian Dept. of Agriculture? , 1984. Proceedings of the fourth Australian Applied Entomological Research Conference : Adelaide 24-28 September 1984 : pest control : recent advances and future prospects / editors: Peter Bailey and Don Swincer. p. 488-493. Includes references. (NAL Call No.: DNAL QL468.5.A8 1984).

0057
Does potential worldwide production exceed potential worldwide demand? (Floral products).
Nannetti, M. Chicago, Ill. : Florists' Publishing Company. Florists' review. Dec 23, 1982. v. 171 (4438). p. 41-44. (NAL Call No.: 80 W41).

0058
DPED assistance in the promotion of Hawaii floriculture.
Freeman, T. Honolulu, Hawaii : The Service. Research extension series - College of Tropical Agriculture and Human Resources, University of Hawaii, Cooperative Extension Service. Presented at the 5th Annual Ornamentals Short Course, January 12-13, 1982, Oahu, Hawaii, June 1984. (043). p. 60-62. (NAL Call No.: DNAL S481.R4).

0059
The Dutch explosion (Netherlands' flower marketing in the United States).
Mitchell, H. Mississauga, Ont. : Horticulture Publications, Ltd. Canadian florist, greenhouse & nursery. Jan 1982. v. 77 (1). p. 41-43. (NAL Call No.: 80 C163).

0060
Dutch flower growers spread the word: Holland has more to offer than just tulips (Flower industry, Marketing).
Hughes, M.M. Chicago, Florists' Publishing Company. Florists' review. July 12, 1979. v. 164 (4258). p. 23-24, 60-63. ill. (NAL Call No.: 80 W41).

0061
An economic analysis of the Florists' Telegraph Delivery Association since 1955 /prepared by M. Truman Fossum ; under the direction of John P. Beitler, Gordon Conn.
Fossum, Mennick Truman, 1912-. ; Beitler, John P.-Conn, Gordon. Detroit : FTD Headquarters, 1962. "January 1962.". 119 p. : col. ill. ; 22 x 31 cm. (NAL Call No.: DNAL SB443.3.F6 1962).

0062
Economic analysis of the Florists' Transworld Delivery Association 1955 - 1971 /compiled by M. Truman Fossum ; under the direction of John L. Bodette, John P. Beitler, Charles T. Coyle.
Fossum, Mennick Truman, 1912-. ; Bodette, John L.-Beitler, John P.-Coyle, Charles T. Detroit : FTD Headquarters, 1972. Cover title.- "March 1972.". 38 p. : ill. ; 22x 28 cm. (NAL Call No.: DNAL SB443.3.F6 1972).

0063
Economic analysis of the Florists' Transworld Delivery Association 1955-1966 /compiled by M. Truman Fossum ; under the direction of John L. Bodette, John P. Beitler, Hubert J. Beudert.
Fossum, Mennick Truman, 1912-. ; Bodette, John L.-Beitler, John P.-Beudert, Hubert J. Detroit : FTD Headquarters, 1967. "January 1967.". 238 p. : col. ill. ; 22 x 31 cm. (NAL Call No.: DNAL SB443.3.F6 1967).

0064
An economic overview of the tropical foliage plant industry.
Smith, C.N. ; Miller, M.N.-Scarborough, E.F.-Strain, J.R. Gainesville : The Stations. Economic information report - University of Florida, Food and Resource Economics Department, Agricultural Experiment Stations. Dec 1981. Includes statistical data. Dec 1981. (156). 100 p. Includes 26 references. (NAL Call No.: HD9007.F6F6).
Extract: This report represents an effort to make available the pertinent data relative to economic aspects of the tropical foliage industry. Statistical data on the production of tropical foliage plants in Florida, other leading states, and the United States are presented. Figures on consumption patterns for foliage are also contained in the report. Information on the relative importance of various foliage plants in Florida, the channels utilized in marketing them, and the pattern of distribution are also presented. A summary of the findings of the business analysis program, data on sources of cuttings, and basic statistics on foliage imports are other major segments.

0065
Economics of production and marketing of chrysanthemum flowers in Karnataka.
IJHOA. Subrahmanyam, K.V. Bangalore : K. L. Chadha. The Indian journal of horticulture. Sept/Dec 1986. v. 43 (3/4). p. 281-286. Includes references. (NAL Call No.: DNAL 80 IN2).

0066
Ethnicity in immigrants' farming: a study of Japanese floriculture in the San Francisco Bay-Monterey Bay Region, California (California Flower Market, Inc., cooperatives).
Yagasaki, N. Ibaraki, Japan : The Institute. Science reports of the Institute of Geoscience, University of Tsukuba ; Section A : Geographical sciences. Jan 25, 1984. v. 5. p. 91-136. ill., maps. Includes references. (NAL Call No.: G1.S3).

0067
The ever-widening world flower market.
Hoogasian, C. Southfield, Mich. : Florists Transworld Delivery Association. Florist. Oct 1986. v. 20 (5). p. 83-91, 126-127. ill. Includes references. (NAL Call No.: DNAL SB403.F6).

0068
Expanding the retail market for floral products some economic aspects / by Elmer J. Moore .
Moore, Elmer J. 1918-. Washington, D.C. : U.S. Dept. of Agriculture, Agricultural Marketing Service, Marketing Research Division, 1959. Cover title. 11 p. ; 27 cm. (NAL Call No.: DNAL A280.39 M34Am no.286).

0069
Export of ornamentals problems and prospects.
INHOA. Swarup, V. New Delhi : Indian Council of Agricultural Research. Indian horticulture. July/Sept 1984. v. 29 (2). p. 53-56. ill. (NAL Call No.: DNAL 80 IN23).

0070
Factors affecting production costs and returns for flowering dogwood (Cornus florida).
Badenhop, M.B. ; Einert, A.E. Knoxville, Tenn., Tennessee Agricultural Experiment Station. Southern cooperative series bulletin. June 1980. June 1980. (246). 57 p. ill., map. 7 ref. (NAL Call No.: 100 G29SO).

0071
Farmer-to-consumer direct marketing - selected states, 1979-80.
Henderson, P.L. ; Linstrom, H.R. Washington, D.C., The Department. Statistical bulletin - United States Dept. of Agriculture. Feb 1982. Available from NTIS - order no. PB82-174-079. Feb 1982. (681). 86 p. Includes ref. (NAL Call No.: 1 AG84ST).
Extract: About 21,000 farmers surveyed in seven States in March 1980 reported selling $126 million worth of farm products directly to consumers. About 44,000 farmers in nine States surveyed in December 1979 reported $260 million worth of direct sales. The States surveyed in 1980 were California, Illinois, Missouri, Maine, New Hampshire, Vermont, and Texas. Those surveyed in 1979 were Colorado, Connecticut, Delaware, Maryland, Massachusetts, New York, Rhode Island, Tennessee, and Wisconsin. The chief products sold in both years were floral and nursery products, apples, peaches, strawberries, sweet corn, and tomatoes. The chief selling methods were pick-your-own operations, farmers' markets, and roadside stands.

0072
Farmer-to-consumer direct marketing in six States.
Henderson, P.L. ; Linstrom, H.R. Washington, D.C., The Department. Agriculture information bulletin - United States Dept. of Agriculture. July 1980. Available from NTIS - order no. PB80-199-920. July 1980. (436). 44 p. (NAL Call No.: 1 AG84AB).
Extract: Nearly 62,000 farmers in Indiana, Michigan, New Jersey, North Carolina, Ohio, and Pennsylvnia sold about $260 million worth of farm products directly to consumers in 1978. Direct sales represented 2 percent of total farm income in the six States. Leading in sales value were floral and nursery products, apples, berries, peaches, sweet corn, tomatoes, and melons.

0073
Farmer-to-consumer marketing.
Linstrom, Hal. , Henderson, Pete Washington, USDA, National Economic Analysis Division, ESCS. National food review. Fall 1979. Fall 1979. p. 22-23. chart. (NAL Call No.: aHD9001.N275).
Abstract: Farmer-to-consumer marketing refers to roadside stands, farmers' markets and pick-your-own farms. The Farmer-to-Consumer Direct Marketing Act, passed in October, 1976, instructs the USDA to conduct annual surveys, but limited funds kept the first study (in 1978) to six states: Indiana, Michigan, New Jersey, North Carolina, Ohio and Pennsylvania. Michigan had both the largest number of growers involved in direct marketing (23,000) and the largest sales ($76 million). In average sales per grower, Pennsylvania led with $10,000. Floral and nursery products were sales items, and popular fruits included apples, strawberries and peaches; sweet corn followed by tomatoes were the most popular vegetables. A 1978 farmer-to-consumer sales table which breaks down individual product sales and provides state summaries is included.

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Fastest growing segment moves to take over no-frills, fast-food market.
Backas, Nancy. Boston : Cahners Publishing Co. Restaurants & institutions. Jan 23, 1985. v. 95 (2). p. 180-181, 200. ill., charts. (NAL Call No.: DNAL FNC TX1.I55).
Abstract: The convenience grocery store owes much of the recent sales increase to the sale of fast-food. The wide profit margins of fast-food account for this and have elevated the convenience store to the fastest growing segment of the industry. To diversify, convenience and grocery stores are adding banking facilities, flower shops, post office boxes and video games. Convenience stores are also adding gas pumps, and gas stations are adding convenience stores. Some chains are experimenting with on-site restaurants. Grocery stores are adding self service delis, hot food to go, and on-site bakeries. The dividing line between convenience and grocery stores will continue to blur as they compete for shoppers. (emc)

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Field-grown cut flowers.
Armitage, A.M. ; Tatum, T. Long Island, N.Y. : Cornell Cooperative Extension Association, Long Island horticulture news. Jan 1987. p. 2-7. (NAL Call No. : DNAL SB317.5.L65).

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Royer, K.R. Topeka, Kan. : Florists' Review Enterprises. Florists' review. July 1988. v. 179 (7). p. 10, 64. (NAL Call No.: DNAL 80 W41).

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Floraboard: the industry approaches a new era of cooperation (Floral industry, a research and promotion program).
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Floral and foliar quality of potted Easter lilies after STS or phenidone application, refrigerated storage, and simulated shipment.
JOSHB. Prince, T.A. ; Cunningham, M.S.-Peary, J.S. Alexandria, Va. : The Society. Journal of the American Society for Horticultural Science. May 1987. v. 112 (3). p. 469-473. Includes references. (NAL Call No.: DNAL 81 SO12).

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A floral commentator speaks out: the key to increasing sales is to get acquainted with plants.
Shae, L. Chicago, Ill. : Florists' Publishing Company. Florists' review. Jan 21, 1982. v. 169 (4390). p. 9-10, 46-49. (NAL Call No.: 80 W41).

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Floral marketing / Dana C. Goodrich, Jr.
-.
Goodrich, Dana C. New York
Lebhar-Friedman Books c1980. Includes index. xii, 227 p. : ill. ; 24 cm. Bibliography: p. 213-214. (NAL Call No.: SB443.G65).

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Floral marketing by wholesale growers in New York and Chicago / by Elmer J. Moore .
Moore, Elmer J. 1918-. Washington, D.C. : U.S. Dept. of Agriculture, Agricultural Marketing Service, Marketing Research Division, 1959. Cover title.- "May 1959.". 44 p. ; 26 cm. (NAL Call No.: DNAL 1 Ag84Mr no.323).

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Newark, Del. : Floral Marketing Division of the Produce Marketing Association,. Description based on: 1983; title from cover. v. : ill. ; 28 cm. (NAL Call No.: DNAL SB404.U6F6).

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Floral marketing directory & buyer's guideSupplement.
Newark, Del. : Floral Marketing Division of the Produce Marketing Association,. Description based on: 1984; title from cover. v. ; 28 cm. (NAL Call No.: DNAL SB404.U6F6 Suppl.).

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Floral Research and Consumer Information Act : hearing before the Subcommittee on Domestic Marketing, Consumer Relations, and Nutrition on the Committee on Agriculture, House of Representatives, Ninety-seventh Congress, first session, on H.R. 4475, September 17, 1981. -.
Washington, D.C. U.S. G.P.O. 1982. "Serial no. 97-HH.". iii, 89 p. ; 24 cm. (NAL Call No.: KF27.A3336 1981a).

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Whitmore, S.C. ; Gilbert, H. Beltsville, Md. : The Library. Quick bibliography series - National Agricultural Library (U.S.). Bibliography. July 1987. (87-56). 39 p. (NAL Call No.: DNAL aZ5071.N3).

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Floricultural productsa study of major markets.
Geneva : International Trade Centre UNCTAD/GATT, 1987. "ITC/056/B3/87-XII". xiv, 333 p. : 21 cm. Bibliography: p. 302. (NAL Call No.: DNAL SB404.9.F5).

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Floricultural sales in mass market outlets /by R.A. Kelly.
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Floriculture and ornamental plants in Poland; research and production.
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Floriculture in Germany (F.R.) (Statistics, marketing, production).
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Flower consumption in England and Wales.
Folley, Roger Roland westwell. (Wye) Wye College. School of Rural Economics and Related Studies. Agricultural Economics Unit 1978. iii, 53 p. ill. Bibliography: p. 48. (NAL Call No.: SB319.3.G7F6).

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Flower crops for upland areas (Plants suitable for cut flower market, Hawaii).
Parvin, P.E. Honolulu, Hawaii : The College. Research extension series - College of Tropical Agriculture and Human Resources, University of Hawaii. Nov 1983. Presented at the First Fertilizer and Ornamentals Workshop, 1983, Kailua Kona, Hawaii, Nov 1983. (037). p. 233-236. (NAL Call No.: S481.R4).

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Flower power in Germany (Marketing, pot plants).
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Flower sellers of London Town.
Webber, R. London, Stanley Gibbons Magazines. Flora. May/June 1980. May/June 1980. (26). p. 28-30. ill. (NAL Call No.: SB449.A1F4).

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Flower Time trains its seasonal workers carefully.
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Flowers connect Holland and Poland (Ornamental plants, trade).
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Flowers for everyday home decoration /R.W. Sherman, D.C. Kiplinger, H.C. Williams.
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The fresh flower market is strong--for those who deserve it (Canada).
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Fresh flower merchandising in loose bunches.
Robertson, J.L. ; Chatfield, L.H. Alexandria, Va., American Society for Horticultural Science. HortScience. Aug 1982. v. 17 (4). p. 593-595. ill. 4 ref. (NAL Call No.: SB1.H6).

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Fresh products: The next big wave in line expansion.
New York : Restaurant Business, Inc. Institutional distribution. Feb 1983. v. 19 (2). p. 132, 134, 136. ill. (NAL Call No.: HD9000.1.I5).
Abstract: Use of fresh foods is increasing in foodservice operations in response to the health consciousness of Americans. Salad bars, and omelette and quiche menus are popular; fish and seafood also are perceived as healthy and especially appealing when fresh. Fresh flowers are being used to enhance the concept of fresh. Experimentation sometimes is necessary before the foodservice operator is able to keep costs in line with the shelf life of the foods offered. (kbc)

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Future market structure of the U.S. cut flower industry.
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Handling and transportation of flowers, fruit and vegetables in Alberta / by G. Nabi Chaudhary. -.
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Horticultural exhibitions /by Furman Lloyd Mulford.
Mulford, Furman Lloyd, 1869-. Washington, D.C. : U.S. Dept. of Agriculture, 1930. Caption title.~ "September, 1930.". 37 p. : ill. ; 23 cm. (NAL Call No.: DNAL 1 Ag84M no.85).

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How inflation affects pricing (Flower industry).
Mitchell, H. Chicago, Ill. : Florists' Publishing Company. Florists' review. May 29, 1980. v. 166 (4304). p. 56-58. (NAL Call No.: 80 W41).

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How they say flowers should be sold: a glance at a competitor's notes (Care and merchandising).
Chicago, Ill. : Florists' Publishing Company. Florists' review. Jan 17, 1980. v. 165 (4285). p. 21, 63-75. ill. (NAL Call No.: 80 W41).

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How to negotiate a lease (to open a flower shop).
Joseph, W. Southfield, Mich. : Florists Transworld Delivery Association. Florist. Mar 1983. v. 16 (10). p. 45-48. ill. (NAL Call No.: SB403.F6).

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How to select a van or light-delivery vehicle (used in the floral business).
Haluza, P.T. Chicago, Ill. : Florists' Publishing Company. Florists' review. Aug 14, 1980. v. 166 (4315). p. 59-65. (NAL Call No.: 80 W41).

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How to sell your flower shop. I. Setting the price and finding a buyer.
Guspie, J.A. Southfield, Mich. : Florists Transworld Delivery Association. Florist. Feb 1981. v. 14 (9). p. 39-45. ill. (NAL Call No.: SB403.F6).

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How to sell your flower shop. II. Stories of seven who sold.
Zeller, C.C. Southfield, Mich. : Florists Transworld Delivery Association. Florist. Feb 1981. v. 14 (9). p. 47-50. (NAL Call No.: SB403.F6).

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How we kept our profit margins high without raising prices (Retail sales, horticultural products, Fruit Basket Flowerland in Cornstock, Michigan).
Harkema, S. Chicago : American

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Hydroponic production of cut chrysanthemums: a commercial trial.
HJHSA. Hicklenton, P.R. ; Blatt, C.R.-O'Regan, R.J. Alexandria, Va. : American Society for Horticultural Science. HortScience. Apr 1987. v. 22 (2). p. 287-289. Includes references. (NAL Call No.: DNAL SB1.H6).

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Hypobaric transport and storage of fresh meats and produce earns 1979 IFT Food Technology Industrial Achievement Award.
Mermelstein, Neil H. Chicago, Institute of Food Technologists. Food technology. July 1979. v. 33 (7). p. 32-35,38-40. ill., charts.
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Impact of flower imports on domestic production in the United States.
Jarvesoo, E. The Hague : International Society for Horticultural Science. Acta horticulturea. Oct 1983. Paper presented at the Seventh Symposium on Horticultural Economics in the 21st International Horticultural Congress, 29 August - 4 September 1982, Hamburg, Federal Republic of Germany. Oct 1983. (135). p. 319-326. ill. Includes references. (NAL Call No.: 80 AC82).

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Implications of trends in spending (U.S. personal consumption expenditures on flowers, seeds, and potted plants).
Voigt, A.D. Fort Worth, Tex. : Southern Florist Publishing Company. Southern florist and nurseryman. Oct 2, 1981. v. 94 (29). p. 17-18. (NAL Call No.: 80 SO86).

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The importance of vase life in marketing locally grown roses.
AGBOBO. McIntyre, H.C.H. ; Griffith, M. Fairbanks, Alaska : The Station. Agroborealis - Alaska Agricultural and Forestry Experiment Station, Univeristy of Alaska-Fairbanks. Jan 1988. v. 20 (1). p. 11-14. ill. Includes references. (NAL Call No.: DNAL S33.E2).

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Improve your marketing efficiency by analyzing cost differences (Floral industry, wholesale greenhouses).
Brumfield, R.G. ; Nelson, P.V.-Coutu, A.J.-Anderson, R.G.-Willits, D.H. Chicago, Ill. : Florists' Publishing Company. Florists' review. Sept 2, 1982. v. 171 (4421, i.e. 4422). p. 14-15, 37-39. (NAL Call No.: 80 W41).

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In search of information of market news and windmills (Flower trade).
Warner, M. Chicago. Florists' review. Mar 15, 1979. v. 164 (4241). p. 68-71, 74-75. ill. (NAL Call No.: 80 W41).

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The international movement of cut flowers (Production, export, transport, postharvest handling, cultivars).
Staby, G.L. ; Robertson, J.L. Chicago, Ill. : Florists' Publishing Company. Florists' review. Apr 29, 1982. v. 170 (4404). p. 10-14. (NAL Call No.: 80 W41).

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International movement of fresh cut flowers (Marketing, exports, imports, statistics).
Robertson, J.L.ORRDA. Wooster : The Center. Ohio report on research and development in agriculture, home economics, and natural resources - Ohio Agricultural Research and Development Center. May/June 1983. v. 68 (3). p. 43-44. (NAL Call No.: 100 OH3S (3)).

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International transport of flowers, foliage, nursery stock and ornamental plants in Europe and the Mediterranean basin.
AHORA. Lovisolo, O. Wageningen : International Society for Horticultural Science. Acta horticulturae. Presented at the Sixth International Symposium on Virus Diseases of Ornamental Plants, Ithaca, New York, June 17-21, 1984. Mar 1985. (164). p. 139-151. Includes references. (NAL Call No.: DNAL 80 AC82).

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Investment opportunities in horticultural crops.
Yeop, T. Kuala Lumpur : AIM, 1979 . Proceedings of the Conference on Investment Opportunities in Agriculture, Kuala Lumpur, 12-14 April 1979 / organised by the Agricultural Institute of Malaysia. p. 63-76. (NAL Call No.: DNAL HD2080.6.C6 1979).

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Israeli (fruit, vegetable and flower) exports: competitive or complementary?.
Mead, D. Tonbridge, Kent, Benn Publications. Horticulture industry. Apr 1979. Apr 1979. p. 31. (NAL Call No.: SB4.H6).

0156
Keeping life of some flowering pot plants (Decorative shelf life, consumer satisfaction, climate effects, Colorado, Michigan).
Hanan, J.J. ; Heins, R.D. Denver : The Association. Researc bulletin - Colorado Greenhouse Growers Association. Apr 1982 Apr 1982. (382). p. 1-5. ill. (NAL Call No.: 81 C715).

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Know your lilies.
Bowsesr, D. Chicago, Ill. : Florists' Publishing Company. Florists' review. Mar 1986. v. 177 (4). p. 29-32. ill. (NAL Call No.: DNAL 80 W41).

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Less than two years old New York's Southflower Market is a runaway success-and could be a bellwether for the rest of industry (Retailing cut flowers).
Nicholas, S.L. Southfield, Mich. : Florists Transworld Delivery Association. Florist. Nov 1982. v. 16 (6). p. 47-50, 52. (NAL Call No.: SB403.F6).

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Leucodendrons in search of a market (Red hybrid flower, New Zealand).
Grace, J NZJAA. Auckland : Deslandes Ltd. New Zealand journal of agriculture. Feb 1983. v. 146 (2). p. 4. (NAL Call No . 23 N48J).

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Linking up with chain stores (Floriculture marketing, Ohio).
Reilly, A. Chicago, Ill. : Florists' Publishing Company. Florists' review. Oct 6, 1983. v. 173 (4479). p. 33-34. (NAL Call No.: 80 W41).

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The long and the short of it.
Spencer, E. Topeka, Kan. : Florists' Review Enterprises. Florists' review. Nov 1988. v. 179 (11). p. 10-11, 13-15, 36. (NAL Call No.: DNAL 80 W41).

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